The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 22

A CBS BROADCAST INTERNATIONAL PRODUCTION IN ASSOCIATION WITH LONDON FILMS AND ATLANTIS FILMS

58th Year 1989

Hold that line!

Vol. 116 No. 21

Broadcasting May 22

Keeping pace with inflation...

In attempt to stem calls for reregulation, most cable operators recognize that double-digit rate hikes are on their way out. PAGE 27.

NBC offers formula to help determine affiliate compensation...

NBC-TV network proposes audience delivery as "benchmark" for determining how much money to compensate affiliates. PAGE 31. Cable news efforts also topic at meeting. PAGE 32.

Mooney: Cable's even keel...

NCTA President James Mooney provides steady leadership at time when cable industry is increasingly under fire. He discusses challenges facing industry on eve of NCTA's annual meeting in Dallas. PAGE 35.

28/ **JOINT'S ON CABLE**
HBO and Viacom announce plans to launch basic cable comedy channels.

32/ **BREAKING UP?**
Rupert Murdoch's Sky Television, which six months ago entered into joint venture with Disney Co., sues latter for $1.5 billion, charging "obstructive tactics."

40/ **DALLAS DIARIES**
Both pre-registration and amount of exhibit space are up this year for National Cable Television Association's convention, which starts today (May 22) under banner: "Cable Television: Informing and Entertaining America."

42/ **NEW LEADER**
Newhouse Broadcasting President Robert Miron will emphasize importance of good cable-community relations and customer service when he takes over as NCTA chairman this week.

44/ **FRENCH CONNECTION**
U.S. delegation is one of some 130 countries facing tough issues at International Telecommunication Union's plenipotentiary conference in Nice, France.

44/ **NOT MADE IN JAPAN**
NHK Chairman Keiji Shima

tells BROADCASTING that NHK has bought more than $100 million worth of programing from overseas production houses and broadcasters.

53/ **AFFILIATE TALK**
ABC and CBS groups head into affiliate meetings with questions about compensation agreements and concerns about prime time program development.

58/ **SEE IT ON THE RADIO**
Among latest examples of growing radio-cable connection is simulcasting of televised radio shows.

54/ **NBC'S FALL AMMUNITION**
Five new series are added to NBC's fall prime time

schedule, including *Sister Kate* (above), story about nun supervising unruly orphans.

56/ **FOX LINEUP**
Fox Broadcasting Co. announces its new schedule for 1989-90 season, including expanding to Monday night.

65/ **15-SECOND REPORTS**
Use of fifteen-second commercials is growing, according to recently released data by Television Bureau of Advertising and study by Bozell Inc. Advertising.

95/ **ON POINT**
NCTA's number-two man Decker Anstrom is usually found behind scenes, making sure association keeps cable's interests in forefront.

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$30 million in funding to private organizations researching and developing new, low-cost methods of creating and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Defense Advanced Research Projects Agency received 92 proposals.

On Sept. 1, 1988 FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel incompatible with NTSC sets. Move eliminates possibility of frontal standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

■ Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16, 1988.) Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners but network affiliate signals can only be delivered to those in white areas — those not able to receive network programming off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for broadcast signals delivered via satellite, whether it should set standard for scrambling of satellite signals and whether cable programers discriminate against home satellite market in pricing.

Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure, but bill's author, Senator Al Gore (D-Tenn.), revived issue as element in another measure that addresses several issues affecting cable regulation (see Top of the Week).

Indecency

Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits indecent broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23 three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight to 6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages.

Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems. During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that it did not foresee change in near future. (See "High-Definition Television.")

Mergers and Acquisitions

Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenues of $10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Justice Department said April 6 that it would not oppose merger on antitrust grounds. To preserve tax benefits of merger set-up, companies amended their agreement in mid-April; preliminary stock-swap preceding merger completion will take place only if third party buys or makes offer for certain amount of stock of either company. Merger requires shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems. Merger completion expected this fall.

MSO's United Cable Television Corp. and United Artists Communications Inc. said Feb. 9 that they had reached agreement in principle on revised terms of their expected merger to form new company, United Artists Entertainment Co. (UAE). Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,950	262	5,212
Commercial FM	4,192	709	4,901
Educational FM	1,390	258	1,648
■ Total Radio	10,532	1,229	11,761
FM translators	1,722	360	2,082
Commercial VHF TV	547	25	572
Commercial UHF TV	523	218	741
Educational VHF TV	121	6	127
Educational UHF TV	218	27	245
■ Total TV	1,409	276	1,685
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*, Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 22-27—Cinetex '89, international film market, exposition, conference and film festival, produced in cooperation with *American Film Institute*. Bally's hotel, Las Vegas. Information: (818) 907-7788.

Sept. 24-26—*New Jersey Broadcasters Association* 43rd annual convention. Bally's Grand Casino hotel, Atlantic City, N.J. Information: (201) 247-3337.

■ **Sept. 24-26**—"Building the Winning Team," workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. Seattle. Information: (202) 822-2000.

Sept. 25—*Women in Cable, Washington chapter*, annual fall gala commemorating 10th anniversary of WIC with salute to 10 women "who have contributed significantly to the cable television industry." Omni Shoreham hotel, Washington. Information: Lynn Levine, (202) 872-9200.

Sept. 28—*International Radio & Television Foundation* "reunites deans of electronic journalism: David Brinkley, John Chancellor and Walter Cronkite." Plaza hotel, New York.

October

Oct. 1-3—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va. Information: (212) 697-5950.

Oct. 1-3—*Illinois Broadcaster Association* annual convention. The Abbey, Fontenac, Wis.

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information." The Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Call for papers: John Battison, (419) 994-3849. Convention information: 1-800-225-8183.

■ **Oct. 6-7**—*International Television Association* region eight conference. Bartel Exhibition Hall, Kansas City, Mo. Information: (816) 932-2792.

■ **Oct. 11-14**—*Southern Educational Communications Association* conference. Hyatt Regency Crown Center, Kansas City, Mo. Information: (803) 799-5517.

Oct. 11-15—*Women in Communications* national professional conference. San Antonio, Tex.

Oct. 12-15—*Minnesota Broadcasters Association* 40th anniversary convention. Radisson Plaza, Minneapolis. Information: Laura Niemi, (612) 926-8123.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 17-19—*Mid-America Cable TV Association* show. Kansas City, Mo. Information: (915) 841-9241.

Oct. 18-20—*Indiana Broadcasters Association* fall conference. Westin hotel, Indianapolis. Information: (317) 638-1332.

■ **Oct. 18-21**—*Audio Engineering Society* 87th convention. New York Hilton and Sheraton Center, New York. Information: (212) 661-8528.

Oct. 19-21—*Friends of Old-Time Radio* 14th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 19-22—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Oct. 23-25—11th annual Satellite Communications Users Conference. Convention Center, Washington.

Oct. 25-26—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 25-28—Broadcast '89, trade fair for film, radio and television. Frankfurt Fair Ground, Frankfurt, West Germany. Information: (069) 7575-6452.

Oct. 29-Nov. 2—"Radio in the 1990's," third radio news and current affairs conference hosted by *North American National Broadcasters Association*, Washington Sheraton, Washington.

November

Nov. 5-8—Second annual LPTV conference and exposition. Riviera hotel, Las Vegas. Information: (800) 225-8183.

■ **Nov. 8**—Presentation of Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*, Washington. Information: (202) 737-5764.

Nov. 9-11—*National Association of Farm Broadcasters* annual meeting. Crowne Plaza, Kansas City, Mo.

Nov. 13-15—*Television Bureau of Advertising* annual convention. Century Plaza, Los Angeles.

December

Dec. 13-15—Western Cable Show. Anaheim, Calif. Information: (415) 428-2225.

January, 1990

Jan. 16-19—*NATPE International* 27th annual convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

Jan. 18-21—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

Jan. 26-27—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

February, 1990

Feb. 21-23—Texas Cable Show, sponsored by *Texas Cable TV Association*, San Antonio. Information: (512) 474-2082.

April, 1990

April 18-20—*Broadcast Financial Management Association* annual convention. Hyatt Regency, San Francisco. Information: (312) 296-0200.

April 20-25, 1990—*MIP-TV*, international program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May, 1990

May 20-23—NBC-TV annual affiliates meeting. Hyatt Embarcadero, San Francisco.

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Television's top 20

These are the top 20 companies in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts). The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1988-89 market and ADI household figures released in November. The UHF stations are computed with a 50% reduction in coverage, according to FCC rules.

1. Capital Cities/ABC
(24.345%)

2. NBC
(22.381%)

3. CBS
(20.775%)

4. Fox
(19.44%)

5. *HSN Silver King
(19.05%)

6. Tribune Broadcasting
(18.688%)

7. Gillett Holdings
(11.048%)

8. Univision Station Group
(10.672%)

9. Chris Craft Industries
(10.665%)

10. Gannett Broadcasting
(9.987%)

11. Westinghouse Broadcasting
(9.928%)

12. Telemundo Group
(9.223%)

13. Cox Enterprises
(8.975%)

14. MCA
(7.715%)

15. Scripps Howard
(7.569%)

16. Hearst Broadcasting Group
(6.784%)

17. A.H. Belo
(5.648%)

18. TVX Broadcast Group
(5.444%)

19. Walt Disney
(5.34%)

20. Gaylord Broadcasting
(5.25%)

NBC used several series in that time slot, including *My Two Dads*, which moves back to 8:30 p.m. on Sundays next fall, as well as the now-canceled *Nick & Hillary*, to replace the short-lived *Baby Boom*, which premiered last fall.

Sister Kate joins the schedule in the 8 p.m.-8:30 p.m. time slot on Sunday nights. The show, which features Stephanie Beacham as a hard-edged nurse in charge of a group of unruly orphans, replaces *Family Ties*, which ends its seven-year run on the network this season. *Kate* is produced by Lazy "B"/F.O.B. Productions in association with 20th Century Fox.

NBC's reworking of Friday night continues a years-long effort to get that night on track, the only night last fall where the network was not competitive.

The network began this season with *Sonny Spoon* at 8 p.m., *Something is Out There* at 9, and *Miami Vice* at 10. Replacement shows that came and went on Friday included *Father Dowling Mysteries*, *Unsub* and *The Jim Henson Hour*. ABC has consistently and handily won the night with a two-hour block of comedies from 8-10, with *20/20* scheduled at 10-11.

The network limited its restructuring of the prime time schedule by returning three low-rated shows rather than go further into their development slate. *The Magical World of Disney* ranked 75th for the season, *My Two Dads* ranked 42nd, and *Quantum Leap* ranked 82nd for three telecasts; all return next season.

At the network's schedule unveiling in New York last week, NBC Entertainment Brandon Tartikoff said the Disney program, with its proposed multiple series, movies and specials, "was the show that was hit hardest by the writer's strike. . .We promise to deliver the show we didn't last season."

One development project that did not make the network's fall schedule but will be given serious consideration as a mid-season replacement is *Yesterday, Today and Tomorrow*. Produced by NBC News, the newsmagazine show will be given a trial run in August to determine its strength. The series is the network's latest attempt to produce a newsmagazine show in the mold of CBS's *60 Minutes* and ABC's *20/20*.

Canceled by the network was Aaron Spelling's *Nightingales*, which was criticized for too often depicting nurses in lingerie and not enough in nurses' uniforms.

Forty-seven is magic number for NBC in prime time

Week four of the summer season ended May 15 with NBC setting a new record for consecutive weekly ratings wins by capturing its 47th straight weekly prime time crown. NBC broke the 26-year-old record held by CBS (for the 1962-1963 season). NBC broke another record during week four—this one held by ABC's 1979 mini-series, *Roots: the Second Generation*—by claiming the top 11 shows in the weekly rankings (see chart below).

The final installment of *Family Ties* took the top spot, pulling in a 20.8/35, 3.2 rating points above the show's best numbers during the 1988-89 season (17.6/26, week 11), and almost double this summer's week-three rating for the show of 10.5/17. Filling out the top five rankings were *The Golden Girls* (20.5/38); *The Cosby Show* (20.4/36); the Monday movie "Top Gun" (20.2/32), and the *Jackee* special (19.8/33).

ABC's *Wonder Years* came in 12th for the week with a 17.3/27. CBS's top show for the week, *Knots Landing*, ranked 17th with a 16.3/27. *Married...With Children* came in 55th for the week as Fox's top show, with an 8.5/14.

For the prime time week overall, NBC posted a 15.7 rating and 27 share. ABC was second with an 11.8/19, and CBS third with an 11.3/19. NBC won every night except Friday, which was taken by CBS's 11.7/22.1 evening average. On that night, ABC finished with an 11.6/22 and NBC had a 7.9/15. NBC's special movie offering "Amityville: The Evil Escapes" pulled in an 8.6/16 and ranked 54th for the week. The other close-fought win for NBC was Sunday night, taken with a 15.6/27 over CBS's 15.1/25. NBC's Sunday movie, the theatrical "Ferris Bueller's Day Off," earned a 17.6/29, over ABC's conclusion to the "maxi-series" *War and Remembrance*, which averaged a 15.9/26. CBS's movie offering, *Out on the Edge*, grabbed a 14.6/23, ranking 27th for the week.

ABC's *War and Remembrance* culminated 29 hours of mini-series drama with its Sunday finale. The mini-series's climax capped 11½ hours, the second part of an epic which began during the November sweeps. Overall, *War* averaged a 14.8/23 during its May run and earned an 18.6/29 average for the installments broadcast during the November sweeps.

In the evening news race, ABC's *World News Tonight* pulled into first place with a 10.2/21. CBS followed with a 9.4/19. NBC closed out the news week with a 9.0/19.

	Nielsen		Net		Show
1	20.8/35		N		Family Ties
2	20.5/38		N		Golden Girls
3	20.4/36		N		Cosby Show
4	20.2/32		N		NBC Monday Movie
5	19.8/33		N		Jackee special
6	19.6/31		N		Cheers
7	18.6/28		N		In the Heat of the Night
8	18.0/30		N		Unsolved Mysteries
9	17.8/29		N		L.A. Law
10	17.7/34		N		Hunter
11	17.6/29		N		NBC Sunday Movie
12	17.3/27		A		Wonder Years
13	16.9/26		N		Cheers special
14	16.9/26		N		Dear John
15	16.5/27		A		Who's the Boss?
16	16.4/26		N		Matlock
17	16.3/27		C		Knots Landing
18	15.9/26		A		War and Remembrance, part 12
19	15.9/33		C		60 Minutes
20	15.8/24		N		Night Court
21	15.7/25		A		War and Remembrance, part 11
22	15.7/27		N		ALF
23	15.4/25		N		Hogan Family
24	15.3/26		C		Murder, She Wrote
25	15.3/25		N		Midnight Caller
26	15.1/24		A		War and Remembrance, part 10
27	14.6/23		C		CBS Sunday Movie
28	14.4/22		A		War and Remembrance, part 9
29	14.3/21		C		Designing Women
30	14.2/23		A		Head of the Class
31	13.9/24		A		Growing Pains
32	13.9/23		A		MacGyver
33	13.9/21		C		Newhart
34	13.3/24		C		Dallas
35	13.3/20		C		Murphy Brown
36	13.3/22		N		Quantum Leap
37	12.7/26		N		One of the Boys
38	12.6/19		C		Jake and the Fatman
39	12.5/24		A		Full House
40	12.4/23		A		20/20
41	12.3/20		C		Kate and Allie
42	11.8/22		C		Falcon Crest
43	11.6/25		N		227
44	11.2/18		C		Equalizer
45	11.0/23		A		Perfect Strangers
46	10.9/18		C		Wiseguy
47	10.8/17		A		Dynasty
48	10.8/20		A		Mr. Belvedere
49	10.8/17		C		Rescue: 911 special
50	10.5/19		A		Just the Ten of Us
51	9.9/20		C		Beauty and the Beast
52	9.8/17		C		48 Hours
53	8.9/14		C		Heartland
54	8.6/16		N		NBC Friday Movie
55	8.5/14		F		Married...With Children
56	8.4/14		A		ABC News Special
57	8.2/14		C		Live-In
58	8.2/17		C		Paradise
59	7.9/14		A		Unclaimed Fortunes
60	7.9/14		F		America's Most Wanted
61	7.7/12		C		CBS Tuesday Movie
62	7.7/14		C		Jesse Hawkes
63	7.6/14		C		West 57th
64	7.0/13		A		North and South Book II, part 1
65	7.0/12		C		Hard Time on Planet Earth
66	6.4/13		N		All-Star Tribute
67	6.0/11		F		Cops
68	6.0/13		F		21 Jump Street
69	5.8/12		A		Incredible Sunday
70	5.7/10		A		Moonlighting
71	5.4/11		A		Man Called Hawk
72	5.2/11		N		Jim Henson Hour special
73	4.6/9		F		Reporters
74	4.0/6		F		Garry Shandling Show
75	3.8/7		F		Beyond Tomorrow
76	3.2/5		F		Tracey Ullman Show
77	2.6/4		F		Duet

Syndication Scorecard *

(Week ending May 7)

	Rtg.	Show	Stns.	Covg.
1	14.1	Wheel of Fortune, syn.	230	99
2	12.5	Jeopardy	213	98
3	9.9	Cosby Show	198	97
4	9.2	Wheel of Fortune, wknd.	200	92
5	9.1	Oprah Winfrey Show	217	99
6	9.1	Star Trek	232	97
7	7.2	Current Affair	149	91
8	7.2	Entertainment Tonight	166	93
9	6.5	Hunt-War Treasures...Live special	118	92
10	6.1	Donahue	226	98
11	5.8	Star Search	151	95
12	5.6	People's Court	188	94
13	5.5	Geraldo	200	99
14	5	Mama's Family, syn.	189	92
15	4.9	This Week in Baseball	111	88
	9.4	World Wrestling Federation	247	97

* Nielsen syndicated weekly pocketpiece

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